

ORDER

Orders

Order / Rev:211550

Alt Order #:

Product Desc:MAHMOOD FOR INSURANCE COMMIS

Estimate:2091 5/14-5/20/2018

Flight Dates:05/14/18 - 05/20/18

Original Date / Rev:05/04/18 / 05/04/18

Order Type:GEN

KGO-TV

Primary AE:Christopher Larcade

Sales Office:N-PH

Sales Region:National

Agency

Name:Sadler Strategic Media

Buying Contact:

Billing Contact:

12103 Viewcrest Rd.

Studio City, CA 91604

Billing Type:Trade

Billing Calendar:Broadcast

Billing Cycle:EOM/EOC

Agency Commission:0%

Advertiser

Name:Asif Mahmood for Insurance Commiss

Demographic:A35+

Product Codes:Local/State Candidate

Priority:P-03

Revenue Code 1:AGY

Revenue Code 2:POL

Revenue Code 3:POL-CAND

New Business Thru:

Order Separation:00:30:00

Advertiser External ID:

Agency External ID:

Unit Code:General

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
04/30/18	05/20/18	38	\$15,000.00	\$15,000.00	May 2018	38	\$15,000.00	\$15,000.00	83.50
					Totals	38	\$15,000.00	\$15,000.00	83.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share	Share	Total
KGO-TV	30%	\$15,000.00
Market	100%	\$50,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$5,000.00
KNTV	20%	\$10,000.00
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	10%	\$5,000.00
KTVU	30%	\$15,000.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGO	05/14/18	05/20/18	5a-6a News M-F	CM	Cc 5a-6a	- 1- 1- - -	:30	2	\$100.00	P-03	0.80	NM	2	\$200.00
ABC7 5a News															
(Program: ABC7 MORNING NEWS AT 5A)LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/14/18		05/20/18	- 1- 1- - -						2	\$100.00		0.80			

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Advertiser: Asif Mahmood for Insurance Commissior
 Product Desc: MAHMOOD FOR INSURANCE COMMIS KGO-TV
 Estimate: 2091 5/14-5/20/2018

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/14/18		05/14/18	05/20/18	- 1 - 1 - - -			2		\$100.00			0.80			
N 2	KGO	05/14/18	05/20/18	6a-7a News M-F ABC7 6a News (Program: ABC7 MORNING NEWS 6A)LUR	CM	Cc 6a-7a	- - 1 - 1 - -	:30	2	\$350.00	P-03	1.30	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/14/18		05/14/18	05/20/18	- - 1 - 1 - -			2		\$350.00			1.30			
N 3	KGO	05/14/18	05/20/18	GMA 7a-9a M-F Good Morning America (Program: GOOD MORNING AMERICA)LUR	CM	Cc 7a-9a	11112 - -	:30	6	\$400.00	P-03	2.10	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/14/18		05/14/18	05/20/18	11112 - -			6		\$400.00			2.10			
N 4	KGO	05/14/18	05/20/18	Live 9a-10a M-F M-F 9a-10a (Program: Live with Kelly & Ryan)LUR	CM	Cc 9a-10a	1 - 1 - - - -	:30	2	\$300.00	P-03	1.70	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/14/18		05/14/18	05/20/18	1 - 1 - - - -			2		\$300.00			1.70			
N 6	KGO	05/14/18	05/20/18	11a-1130a News M-F ABC7 11a News (Program: ABC7 NEWS 11A)LUR	CM	Cc 11a-1130a	1 - - 1 - - -	:30	2	\$200.00	P-03	2.10	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/14/18		05/14/18	05/20/18	1 - - 1 - - -			2		\$200.00			2.10			
N 7	KGO	05/14/18	05/20/18	4p-5p News M-F ABC7 4p News (Program: ABC 7 NEWS at 4PM)LUR	CM	Cc 4p-5p	- 1 - - 1 - -	:30	2	\$200.00	P-03	2.40	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/14/18		05/14/18	05/20/18	- 1 - - 1 - -			2		\$200.00			2.40			
N 8	KGO	05/14/18	05/20/18	5p-7p News M-Su 5p-7p News M-Su (Program: ABC 7 News 5P)LUR	CM	Cc 5:00 PM-5:30 PM (5:00 PM-5:30 PM)	- 1 - 11 - -	:30	3	\$450.00	P-03	3.30	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/14/18		05/14/18	05/20/18	- 1 - 11 - -			3		\$450.00			3.30			
N 10	KGO	05/14/18	05/20/18	5p-7p News M-Su 5p-7p News M-Su (Program: ABC 7 News 6P)LUR	CM	Cc 6:00 PM-7:00 PM (6:00 PM-7:00 PM)	1 - 1 - - - -	:30	2	\$500.00	P-03	3.40	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/14/18		05/14/18	05/20/18	1 - 1 - - - -			2		\$500.00			3.40			
N 12	KGO	05/14/18	05/20/18	7p-730p M-F M-F 7p-730p (Program: JEOPARDY)LUR	CM	Cc 7p-730p	- - 1 - - - -	:30	1	\$900.00	P-03	6.80	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/14/18		05/14/18	05/20/18	- - 1 - - - -			1		\$900.00			6.80			
N 13	KGO	05/14/18	05/20/18	730p-8p M-F M-F 730p-8p (Program: WHEEL OF FORTUNE)LUR	CM	Cc 730p-8p	- - - - 1 - -	:30	1	\$900.00	P-03	4.40	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/14/18		05/14/18	05/20/18	- - - - 1 - -			1		\$900.00			4.40			
N 22	KGO	05/14/18	05/20/18	11p-1135p Late News M-F ABC7 11p News (Program: ABC7 LATE NEWS)LUR	CM	Cc 11p-1135p	11 - 11 - -	:30	4	\$800.00	P-03	2.20	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/14/18		05/14/18	05/20/18	11 - 11 - -			4		\$800.00			2.20			
N 24	KGO	05/14/18	05/20/18	Kimmel 1135p-1237a M-F M-F 1135p-1237a (Program: Jimmy Kimmel Live)LUR	CM	Cc 1135p-1237a	- 1 - 1 - - -	:30	2	\$400.00	P-03	1.50	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 05/14/18		05/14/18	05/20/18	- 1 - 1 - - -			2		\$400.00			1.50			
N 25	KGO	05/14/18	05/20/18	Nightline 1237a-107a M-F M-F 1237a-107a (Program: Nightline)LUR	CM	Cc 1237a-107a	1 - 1 - - - -	:30	2	\$200.00	P-03	1.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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Estimate: 2091 5/14-5/20/2018
KGO-TV

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/14/18	05/20/18	1- 1- - - -			2		\$200.00		1.00				
N26	KGO	05/14/18	05/20/18	5a-6a News SaSu ABC7 5a News Wknd (Program: ABC7 WKND MORNING NEWS)LUR	CM	Cc 5a-6a	- - - - - 1-	:30	1	\$100.00	P-03	0.90	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/14/18	05/20/18	- - - - - 1-			1		\$100.00		0.90				
N27	KGO	05/14/18	05/20/18	6a-10a News SaSu ABC7 6a-10a News/GMA (Program: ABC7 NEWS/GMA/Sat&Sun (not including This Week))LUR	CM	Cc 5:58 AM-9:00 AM (5:58 AM-9:00 AM)	- - - - - 11	:30	2	\$150.00	P-04	1.80	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/14/18	05/20/18	- - - - - 11			2		\$150.00		1.80				
N28	KGO	05/14/18	05/20/18	Access Wknd 7p-8p Sa Sa 7p-8p (Program: Jeopardy/Wheel Wknd)LUR	CM	Cc 7p-8p	- - - - - 1-	:30	1	\$350.00	P-04	3.50	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/14/18	05/20/18	- - - - - 1-			1		\$350.00		3.50				
N29	KGO	05/14/18	05/20/18	1135p-12a News Extra SaSu ABC7 1135p News (Program: ABC7 LATE NEWS EXTRA SA/SU)LUR	CM	Cc 1135p-12a	- - - - - 11	:30	2	\$400.00	P-03	1.50	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/14/18	05/20/18	- - - - - 11			2		\$400.00		1.50				
N31	KGO	05/14/18	05/20/18	9a-10a News Su ABC7 9a News (Program: ABC7 NEWS SUNDAY)LUR	CM	Cc 9a-10a	- - - - - 1	:30	1	\$200.00	P-03	1.60	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/14/18	05/20/18	- - - - - 1			1		\$200.00		1.60				
													Totals	38	\$15,000.00